



Latin America and Southeast Asia Market Insights Programme INFORMATION FOR STUDENTS

What is the Latin America and Southeast Asia Market Insights Programme?

The Latin America (LatAm) and Southeast Asia (SEA) Centres of Asia-Pacific Excellence (CAPEs) are leading the **Market Insights Programme (MIP)**, in collaboration with Victoria University of Wellington and the University of Waikato.

The MIP aims to harness the specialised culture and market-specific insights, knowledge and experience that participating university students, both domestic and international, can offer to New Zealand businesses.

Students from all universities in the country are offered a peak internship opportunity working in businesses from the **Wellington** and **Waikato-Bay of Plenty** regions, and accessing guidance from experts on real-time projects.

Students that participated in the pilot International Market Insights Programme run by Victoria University of Wellington in 2017 reported great learning from their host businesses and the specialist workshop series held as part of the pilot Programme. Participating companies also reported high levels of satisfaction with the performance of participating students and the outcomes achieved.

If you have knowledge, insights and experience in either the Latin America or Southeast Asia regions; have completed more than one year of university study; and would like to participate in this guided internship programme, we would like to hear from you!

Programme structure

The MIP will be held during Semester 2, 2018. You will be expected to commit to working on the project for **10 – 15 hours work per fortnight**, usually undertaken at your host business' premises.

The **MIP** also includes six workshop sessions held fortnightly. These will be hosted by an MIP Partner, who will share their expertise on a particular topic (for example: Branding, collateral and marketing products/services). You, your host business and other participants will attend these workshops together, providing opportunities to dialogue, learn from each other and to network.

At the end of the programme, you will present your project with your host business at the MIP closing event. Prizes will be on offer for the best presentations. All participating students, Partners, host businesses and relevant stakeholders will feature at this event.

You will also receive a Market Insights Programme participation certificate.



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Your mission

- Provide culture and market-specific insights to support a business' work in new or established overseas markets
- Complete a non-mission critical project that is tailored to the business' needs and help your host business to succeed in the relevant region
- Learn from experts, other participating students and host businesses in the fortnightly workshops and actively engage in the discussion during the workshop
- Practice marketing yourself in the workplace and with employers.

Benefits for participating students

- Up to 90 hours work experience with a New Zealand business exporting to or trading in the Latin America or Southeast Asia regions
- Participation in up to 12 hours of tailored workshops on relevant business themes (in addition to time spent at your host business), with participating New Zealand companies
- Networking with subject matter experts, innovative participating businesses and fellow MIP students
- The opportunity to present yourself to potential future employers; and
- A distinctive achievement you can list on your CV.

Application process

Download your application for LatAm CAPE [here](#) or for SEA CAPE [here](#), and submit to the appropriate contact by 5pm, 8 June 2018. Visit latamcape.org.nz and seacape.org.nz for further information.

Please note:

- ✓ This is a competitive application process for New Zealand-based university students, both domestic and international. Not all people that apply will be selected. Selection in the MIP also depends on there being a sufficient number of participating businesses for a specific region and a match with a student's knowledge and experience
- ✓ The Programme and participating businesses are based in the Wellington and Waikato - Bay of Plenty regions. If you live outside these regions, all associated costs for participating in MIP are your responsibility, if selected.

All students will be notified of the outcome of their MIP application by 22 June 2018.

Further information

In Wellington, please contact:

- **Cecily Lin** (seacape@vuw.ac.nz) for the Southeast Asia CAPE MIP
- **Craig Nicholson** (latamcape@vuw.ac.nz) for the Latin America CAPE MIP

In the Waikato and Bay of Plenty region, please contact:

- **Gina Robertson** (gina.robertson@waikato.ac.nz) 022 067 3299 for LatAm and SEA CAPEs' MIP



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